RSAC | 2025 Conference

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SESSION ID: MASH-W01

Rebooting America's Identity System: AI as the Catalyst

Caleb Sima

Chair of CSA AI Security Alliance
https://www.linkedin.com/in/calebsima/

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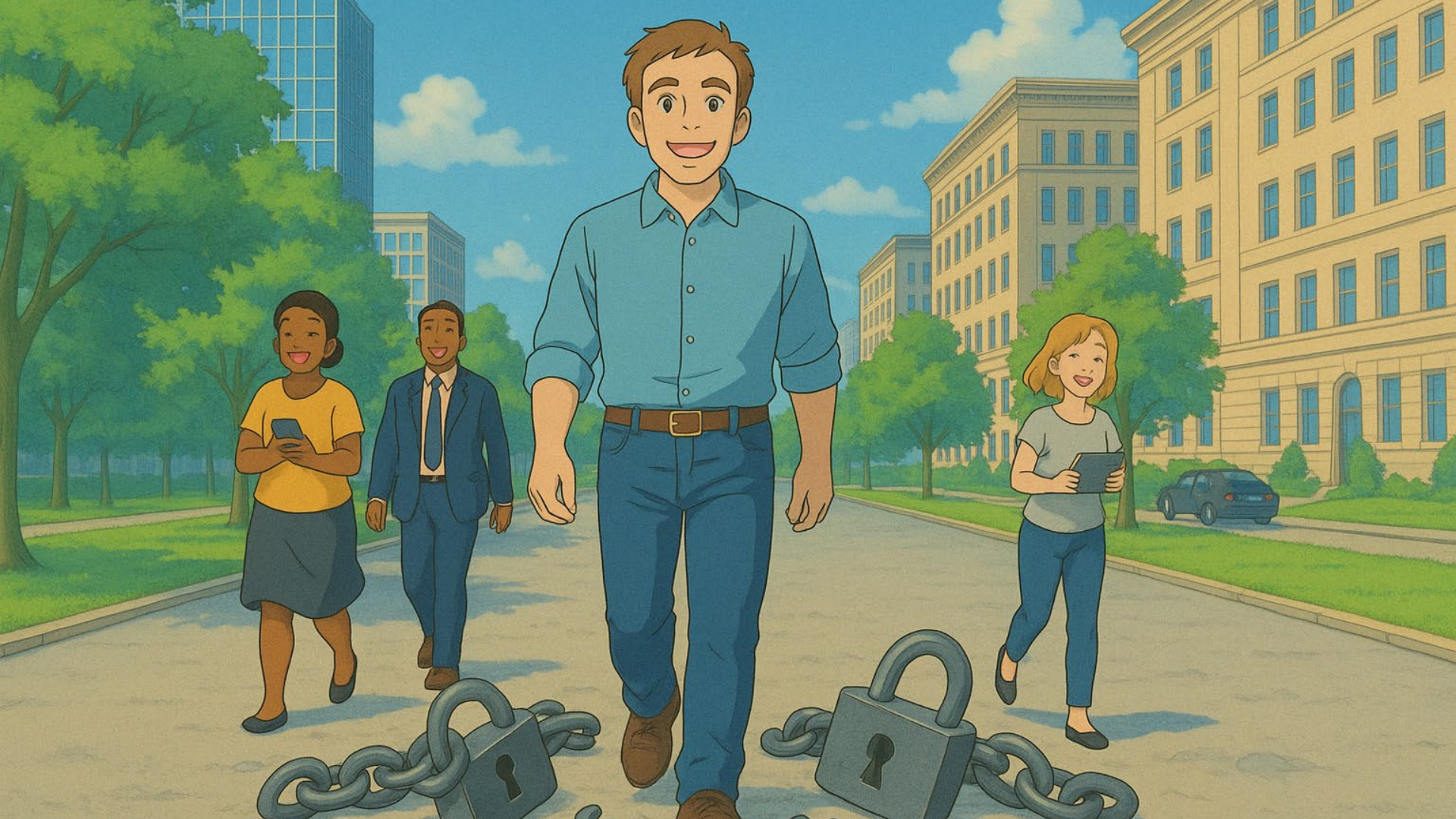
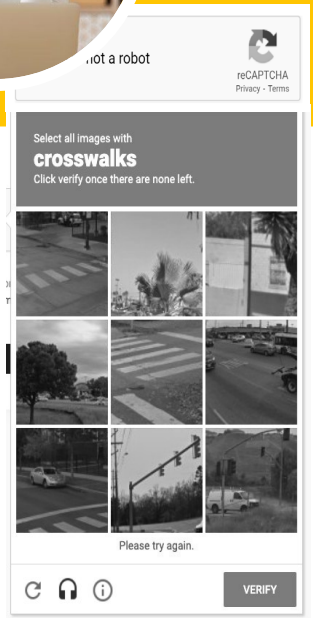
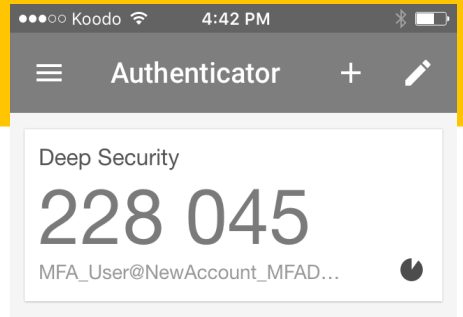
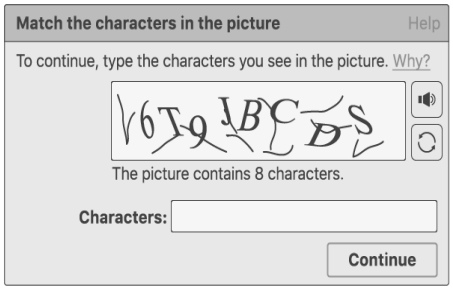


Snap Back to Reality



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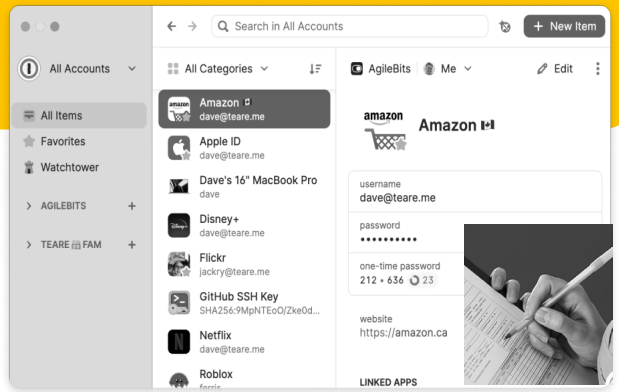


Identity is a Massive Problem

Source: IT-Harvest

Digital Identity: The $1 Trillion+ Economic Opportunity

Transforming Government, Protecting Citizens, and Unlocking Unprecedented Economic Value

$400B+

Efficiency Savings

Annual GDP savings through digital processes and reduced paperwork

$800B

Economic Growth

Potential value unlocked by 2030 through streamlined services

2%

GDP Potential

Projected economic impact of comprehensive digital identity

Combating Massive Fraud

$233B - $521B

Annual Federal Fraud Losses

$100B+

Crisis Fraud (e.g., Pandemic UI)

$43B

Annual Consumer Identity Theft Losses

Sources: GAO, IRS, FBI, Javelin Research, International Case Studies

Broken Foundation

CERTIFICATION OF VITAL RECORDS
Certificate of Birth
Department of Public Health
CERTIFICATE OF LIVE BIRTH
UNITED STATES OF AMERICA
USE BLACK INK ONLY
Sample Document
This document is for demonstration purpose ONLY. the information contained in this document are not real.
KEEP DOCUMENT IN A SAFE PLACE
ANY ALTERATION OR ERASURE VOIDS THIS CERTIFICATE
CLERK

This approach fails **even for an analog world**.

It Can Work

Singapore

97% Adoption Rate
Singpass provides unified access to 2,000+ services from 700+ organizations. **Saving 2% GDP annually**

National Digital Identity Core
Seamlessly connects citizens to critical government and private services (like banking, healthcare, utilities).

"Tell Us Once" Innovation
MyInfo feature eliminates repetitive form-filling across the ecosystem

Estonia EE

99% Digital Public Services
All essential services accessible 24/7 through mandatory eID system (from voting to healthcare records)

1 Billion+ Legally Binding Digital Signatures
Remote contracts and approvals saving ~5 days annually per person

X-Road Secure Framework
Enables privacy-enhancing data exchange between agencies without central database

India IN

1.3 Billion Biometric IDs
World's largest digital ID system, achieving near-universal coverage in just **10 years**

Billions Saved in Fraud
Direct Benefit Transfers dramatically reduce fraud and leakage in government subsidies

Digital Foundation
Enables critical services - e-KYC, UPI (payments), DigiLocker (digital documents) that fuel financial inclusion

Massive Problem

It's so difficult that it will never change unless it's forced to

Forcing Function

In a GenAI world what is real?

Deepfake

Agents

Identity is the foundation of

Authenticity

Re-think Identity

Identity Stack

Feature	Uniqueness	Collection Resistance	Reliable	Non-Replicable
Retina	9	9	8	9
DNA	9	4	9	9
Fingerprint	8	6	8	7
Face	7	2	6	7
Hand	6	5	5	5
Voice	6	3	5	4
Gait	5	2	4	5
Typing	4	3	3	3

Uniqueness

Resistance

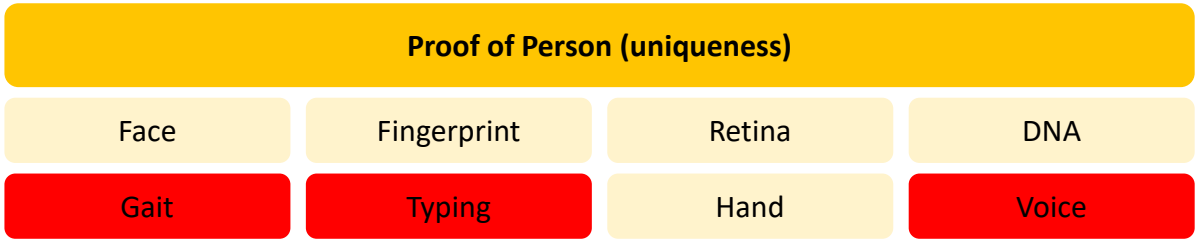
Reliable

Non-Replicable

Proof of Person (uniqueness)

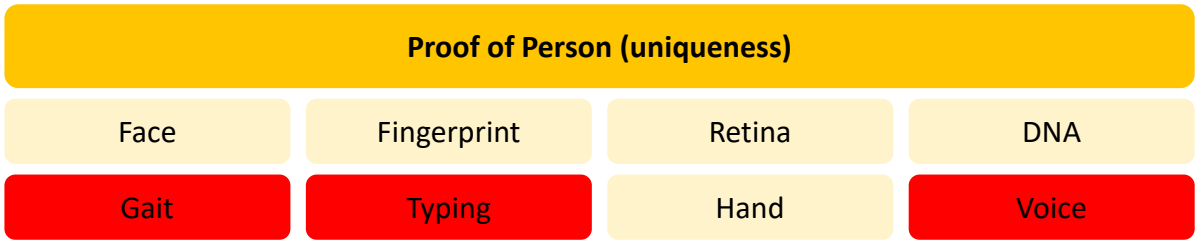
Face	Fingerprint	Retina	DNA
Gait	Typing	Hand	Voice

Identity Stack



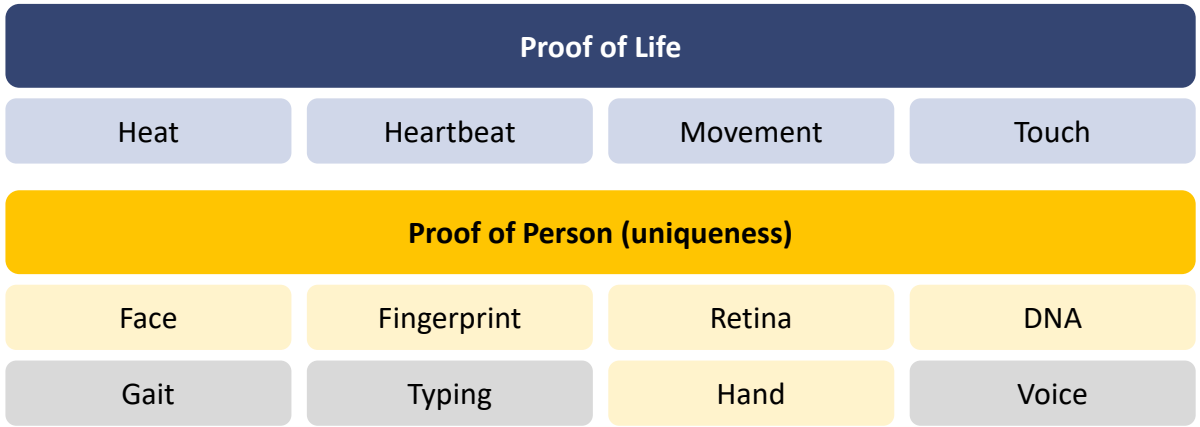
Identity Stack

Authentication is a Process



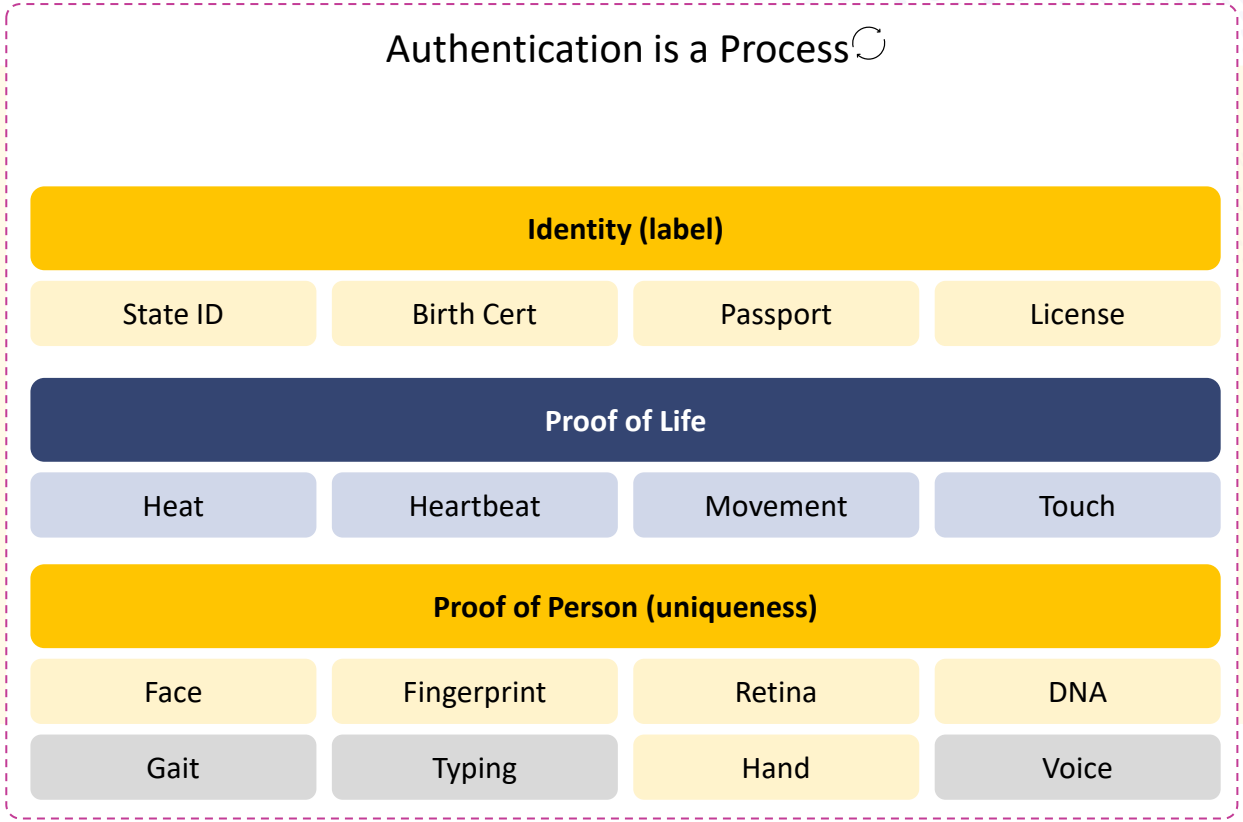
Identity Stack

Authentication is a Process



Identity Stack

Authentication is a Process



Identity Stack

Authentication is a Process

Proof of Intent (what you know)

Identity (label)

State ID	Birth Cert	Passport	License

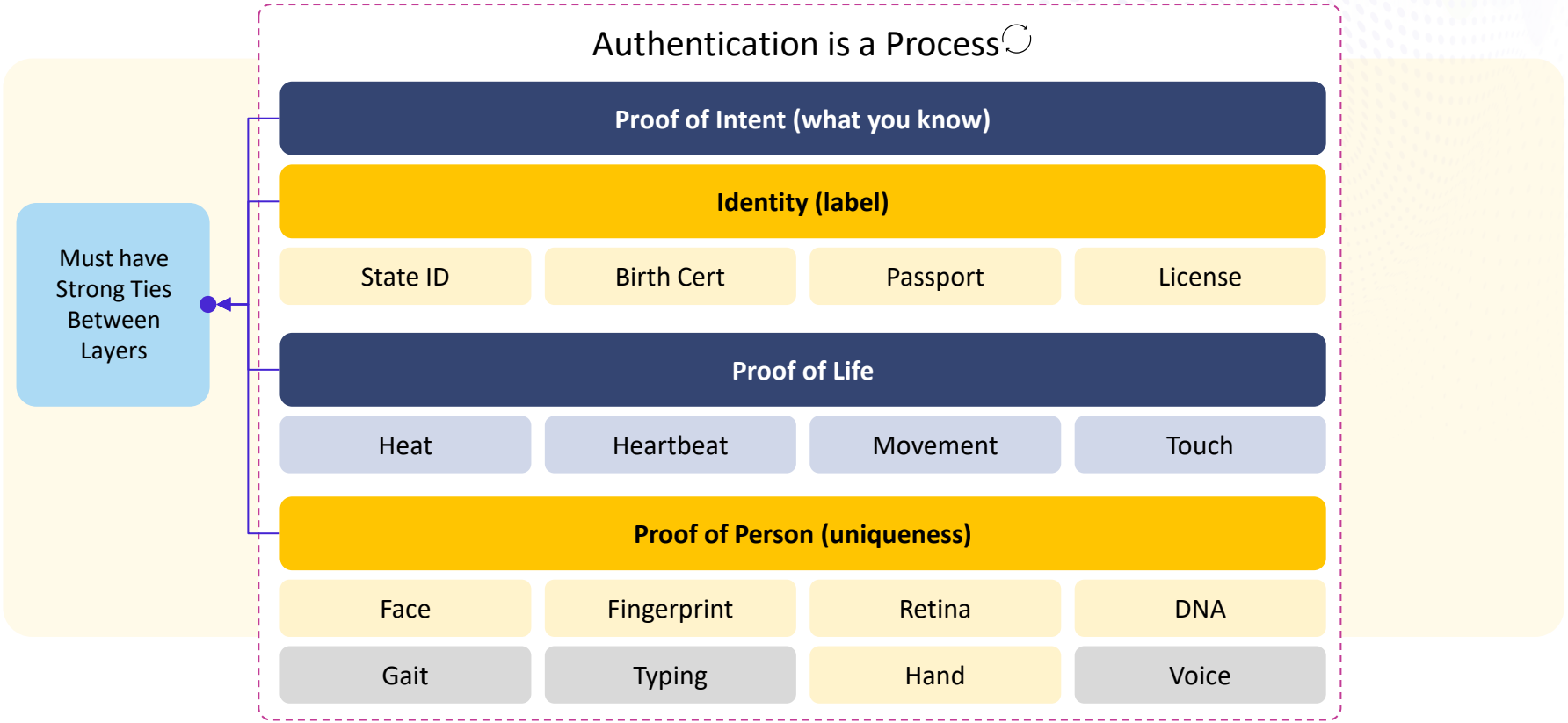
Proof of Life

Heat	Heartbeat	Movement	Touch

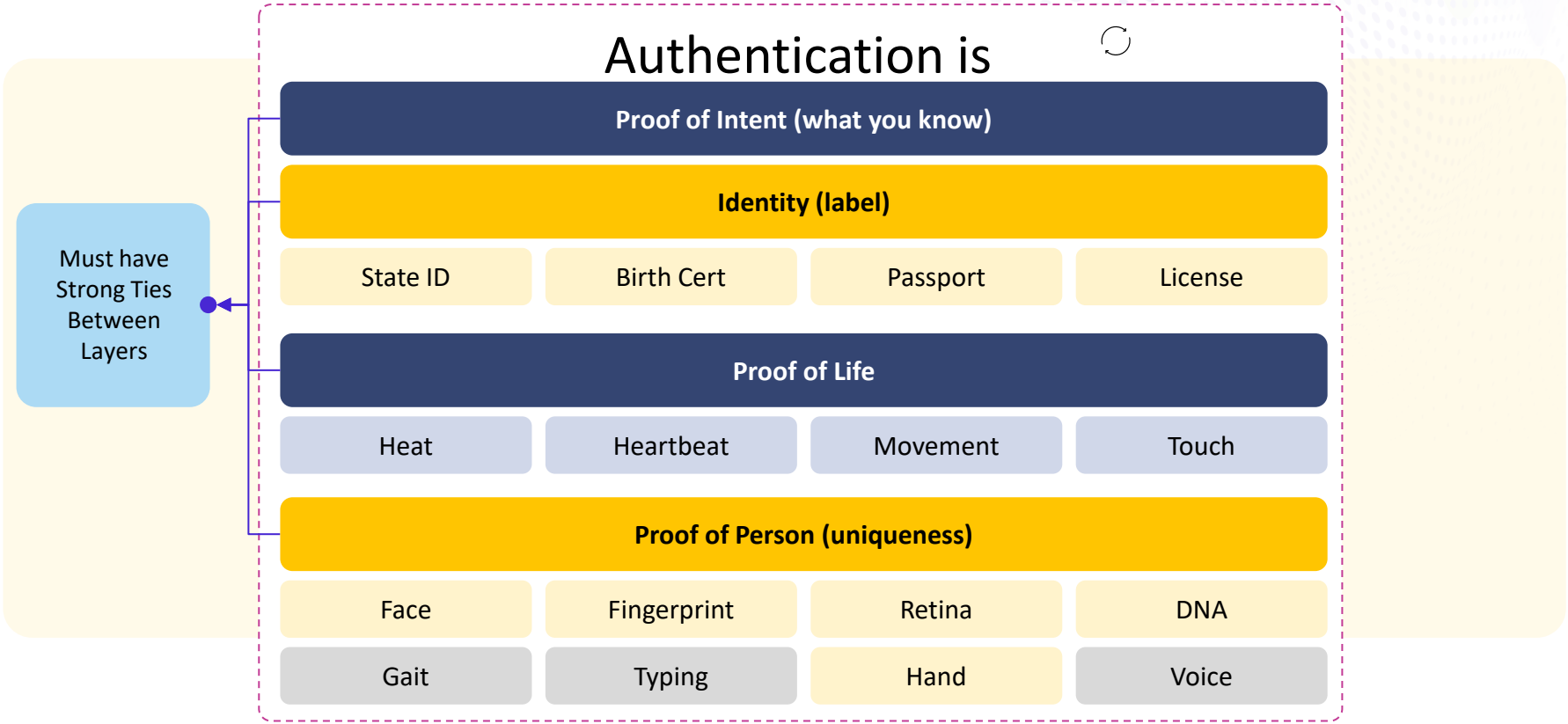
Proof of Person (uniqueness)

Face	Fingerprint	Retina	DNA
Gait	Typing	Hand	Voice

Identity Stack



Identity Stack



OpticID

Proof of Person

Proof of Life

Proof of Intent?

Low Friction

Continuous

Enhancing Privacy

“By accurately proving who we are, we protect our data from those who are not us”

Break the Paradox: Stronger Identity reinforces privacy.

Selective Disclosure / Data Minimization: Sharing only the Identity proof required

Empowering People: Giving people back the control

Privacy Foundation: Secure Identity is the cornerstone

Where do we go from here

Problems to solve

Strongly tie Proof of Person from birth

Build strong bonds between layers

Chain of custody from origin of Proof of Person to prove authenticity.

Carry this from Companies to Individuals to systems

Predictions

When we create a **global** identity for the digital world –

we will have a **clean Internet & a legacy Internet**

"Always be a first-rate version of yourself, instead of a second-rate version of somebody else." – Judy Garland

LinkedIn